What is claimed is:

1. A controller connectable to first and second wireless networks, the controller comprising:

a processor operable to initiate delivery of content by the first network in response to a criterion being met by data derived from the second network.

2. A controller as claimed in Claim 1, comprising:

criterion establishing means operable to establish a criterion as a function of a at least one indicia representative of user activity in the second network.

3. A controller as claimed in Claim 2, wherein:

the criterion establishing means is further operable to associate the criterion with particular content to be delivered over the first network.

4. A controller as claimed in Claim 3, wherein:

the processor is operable to initiate delivery of content whose associated criterion is met.

5. A controller as claimed in Claim 1, wherein:

the criterion is met when the data derived from the second network exceeds a predetermined threshold value.

6. A controller as claimed in Claim 5, wherein:

the data derived from the second network comprises a number of connected user terminals to said second network.

7. A controller as claimed in Claim 1, wherein:

the first wireless network is a unidirectional digital broadband network and the second wireless network is a bi-directional communications network.

8. A controller as claimed in Claim 7, wherein:

the unidirectional digital broadband network is a Digital Video Broadcast (DVB) network.

9. A content delivery system comprising:

first and second wireless networks and a controller connected thereto, the controller including a processor operable to initiate delivery of content by the first network in response to a criterion being met by data derived from the second network.

10. A system as claimed in Claim 9, wherein:

the controller includes criterion establishing means operable to establish a criterion as a function of a at least one indicia representative of user activity in the second network.

11. A system as claimed in Claim 9, wherein:

the second network includes a register of user activity data derivable by the controller.

12. A system as claimed in Claim 9, wherein:

the criterion establishing means is further operable to associate the criterion with a respective at least one content to be delivered by the first network.

13. A system as claimed in Claim 9, comprising:

at least one source of content, the source being responsive to the controller to supply content to the first network for delivery thereby.

14. A system as claimed in Claim 9, wherein:

the criterion is met when the data derived from the second network exceeds a predetermined threshold value.

15. A system as claimed in Claim 14, wherein:

the data derived from the second network comprises a number of connected user terminals to the second network.

16. A system as claimed in Claim 9, wherein:

the first wireless network is a unidirectional digital broadband network and the second wireless network is a bi-directional communications network.

17. A system as claimed in Claim 16, wherein:

the unidirectional digital broadband network is a Digital Video Broadcast (DVB) network.

18. A content delivery method comprising:

monitoring user activity in a second network relative to a criterion and delivering content to a terminal of a first network when the criterion is met.

19. A method as claimed in Claim 18, comprising:

associating the criterion with particular content to be delivered by the first network.

20. A method as claimed in Claim 19, comprising:

comparing the content with a profile of a user of a terminal such that content compatible with the profile is delivered.

21. A method as claimed in Claim 20, wherein:

the profile is obtained by determining a pattern of use of the second network by said user.

22. A method as claimed in Claim 18, wherein:

the criterion is met when the data derived from the second network exceeds a predetermined threshold value.

23. A method as claimed in Claim 22, wherein:

the data derived from the second network comprises a number of connected user terminals to the second network.

24. A method as claimed in Claim 18, wherein:

the first wireless network is a unidirectional digital broadband network and the second wireless network is a bi-directional communications network.

25. A method as claimed in Claim 24, wherein:

the unidirectional digital broadband network is a Digital Video Broadcast (DVB) network.

26. A controller connectable to a wireless unidirectional digital broadband network and to a wireless bi-directional communications network, the controller comprising:

a processor operable to initiate delivery of content via the wireless unidirectional digital broadband network to a determined area in response to a number of user terminals in the determined area connected to the wireless

bi-directional communications area exceeding a predetermined threshold value.

27. A controller as claimed in Claim 26, wherein:

the processor is further operable to associate a certain threshold value with a particular content.

28. A controller as claimed in Claim 27, wherein:

the threshold value is corresponding to a number of active user terminals in the determined area.

29. A content delivery system comprising:

a wireless unidirectional digital broadband network;

a wireless bi-directional communications network; and

a controller connected to both networks, the controller including a processor operable to initiate delivery of content via the wireless unidirectional digital broadband network to a determined area in response to a number of user terminals in the determined area connected to the wireless bi-directional communications area exceeding a predetermined threshold value.

30. A controller as claimed in Claim 29, wherein:

the processor is further operable to associate a certain threshold value with a particular content.

31. A controller as claimed in Claim 30, wherein:

the threshold value is corresponding to a number of active user terminals in the determined area.

32. A content delivery system, comprising;

a wireless unidirectional digital broadband network;

a wireless bi-directional communications network; and

a controller connected to both networks, the controller comprising a processor,

a storage device; and

software means operative on the processor to maintain in the storage device a database including threshold values associated with content corresponding to user activity,

monitoring user activity in a wireless bi-directional communications network, and delivering the content to a terminal connected to a wireless unidirectional digital broadband network when the user activity exceeds the corresponding threshold value.

33. A content delivery method comprising:

monitoring user activity in a wireless bi-directional communications network within an area and delivering content to a user terminal of a wireless unidirectional digital broadband network when a number of connected user terminals to the wireless bi-directional communications network within the area exceeds a predetermined threshold value.

34. A content delivery method as claimed in Claim 33, wherein:

the threshold value is corresponding to a number of active user terminals in said area.